



MOORE INFORMATION
PUBLIC OPINION RESEARCH

Washington Voters' Perceptions of Public Libraries

April 18-19, 2004



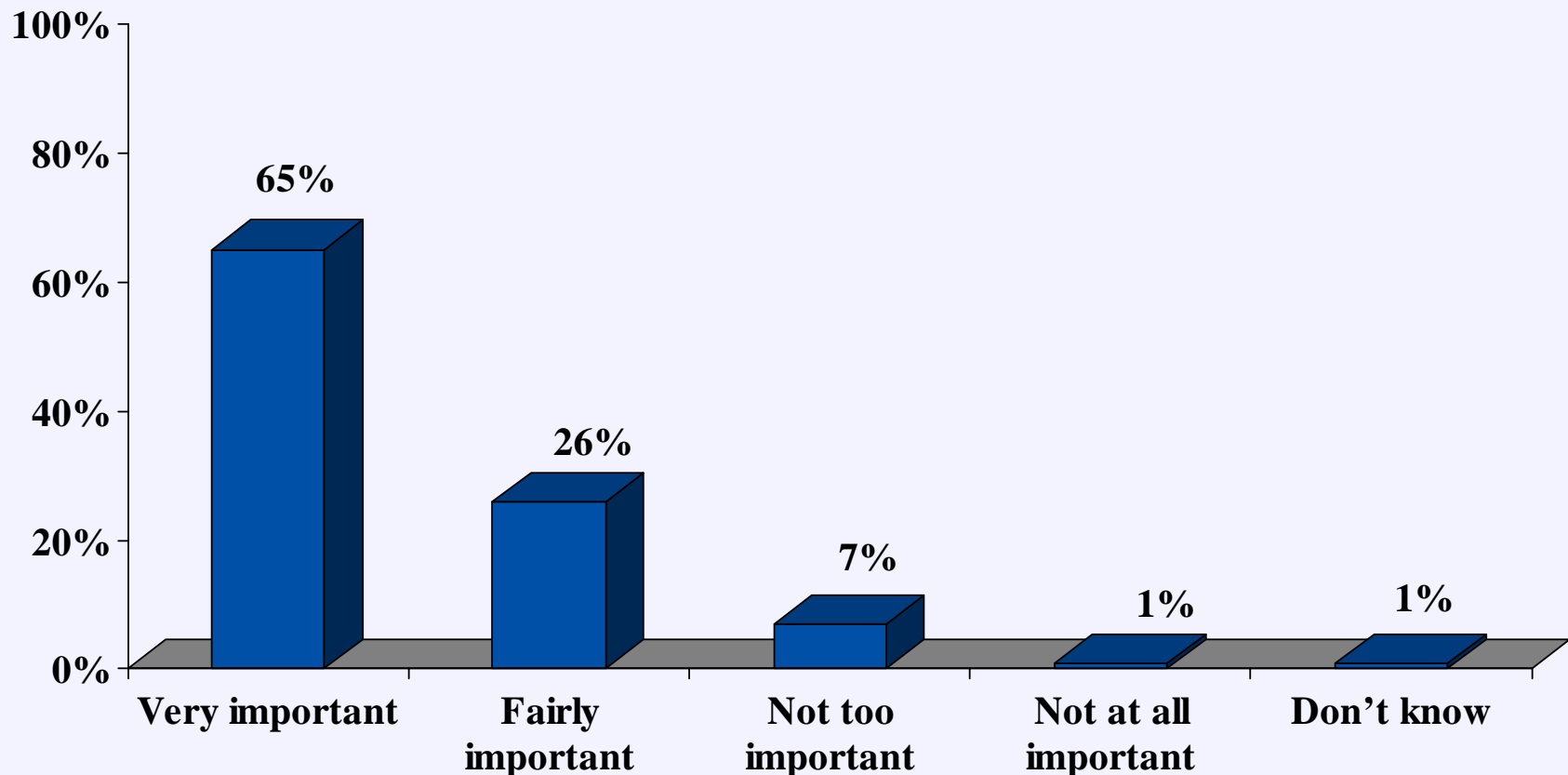
Survey Methodology

- Sample
 - 500 interviews among a representative sample of registered voters in Washington
- Method
 - Telephone interviews conducted April 18-19, 2004
- Sampling error
 - Plus or minus 4% at the 95% confidence level

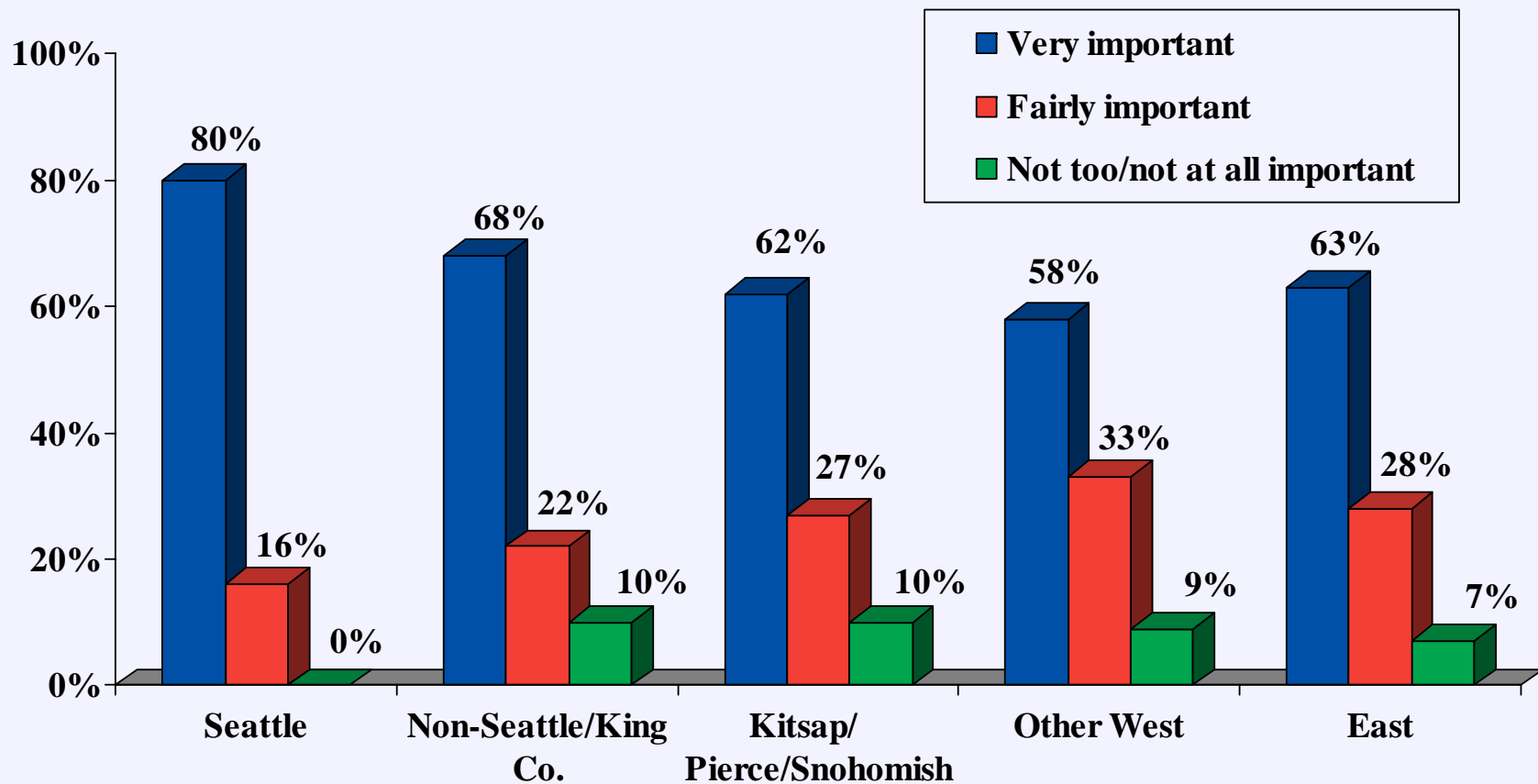


More than Two-in-Three Voters Rate Public Libraries “Very Important”

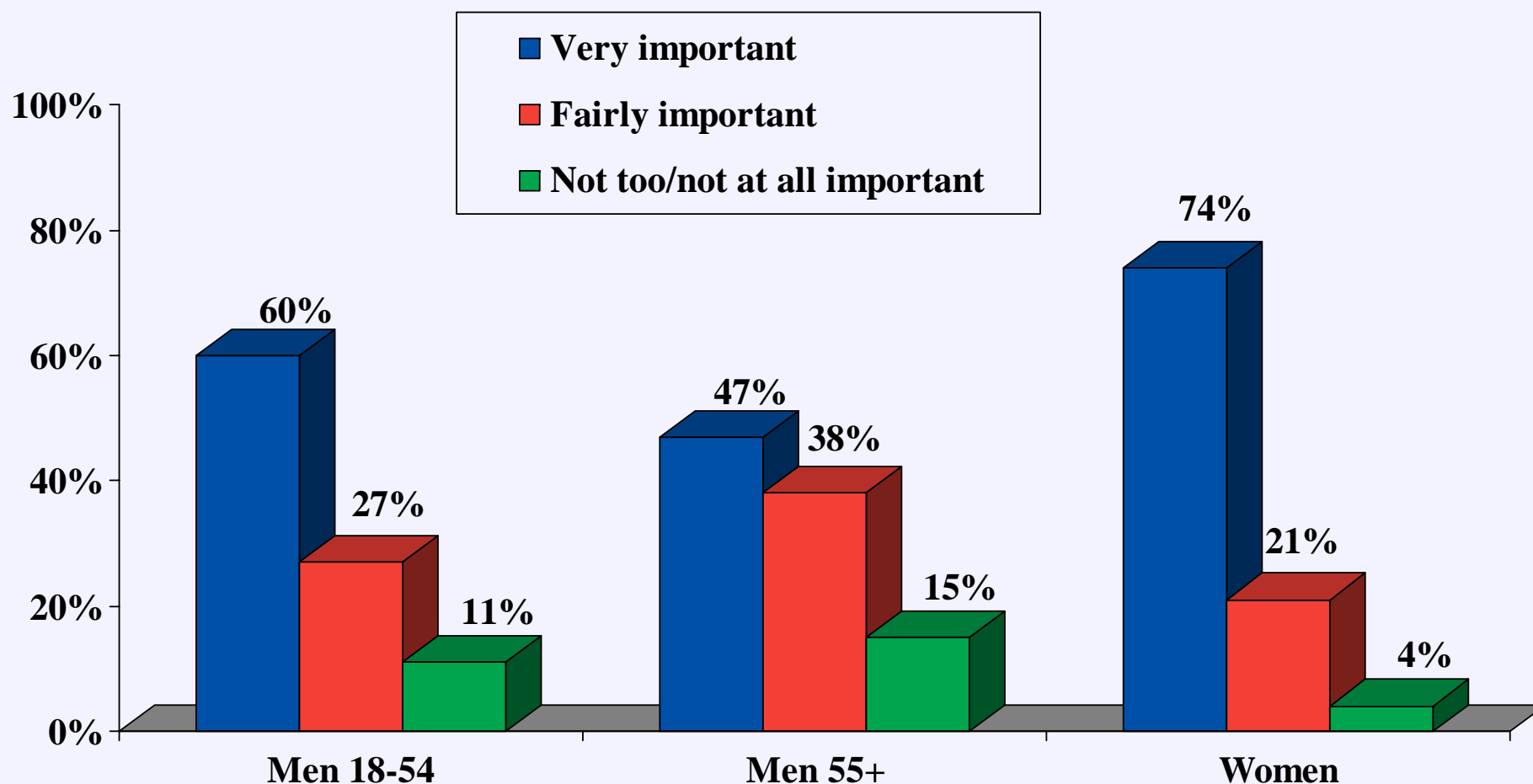
“When thinking about all the services provided by your local government, how important would you say public libraries are?” (Q1)



Seattle Voters Most Likely to Rate Public Libraries as “Very Important”



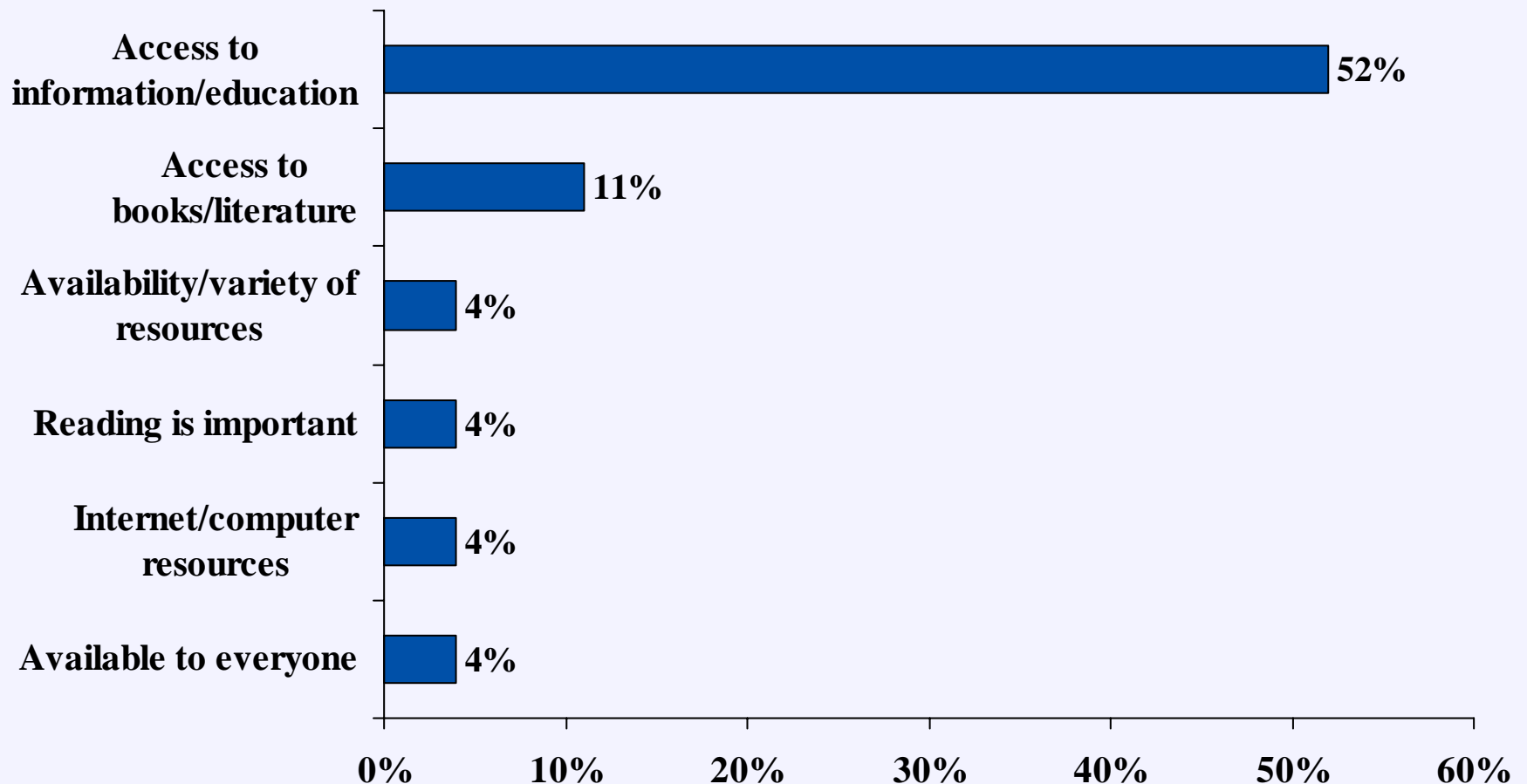
Women More Likely than Men to Rate Public Libraries “Very Important”



Why are Libraries Important?

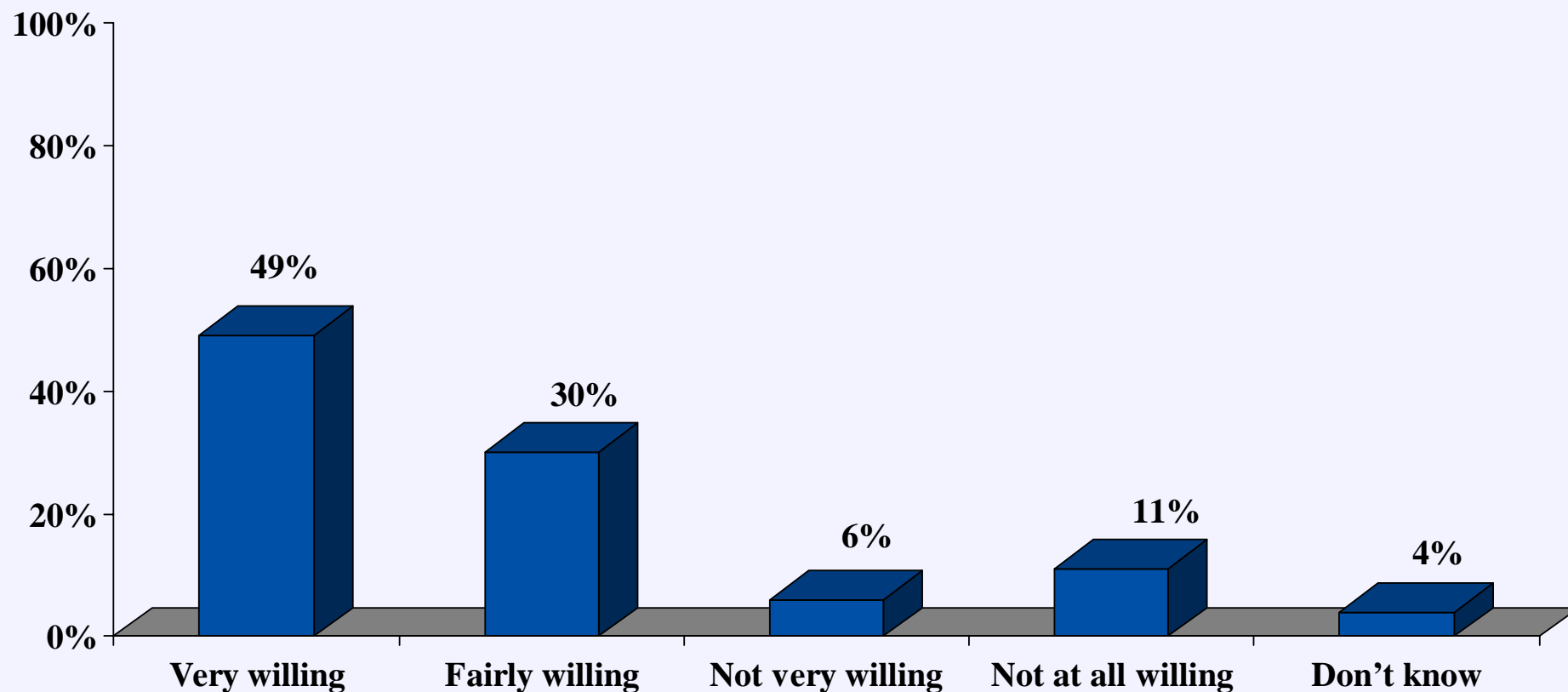
Access to “Information/Education” and “Books/Literature”

IF VERY/FAIRLY IMPORTANT: “Why, in your opinion, are libraries important?” (Q2, N=455)

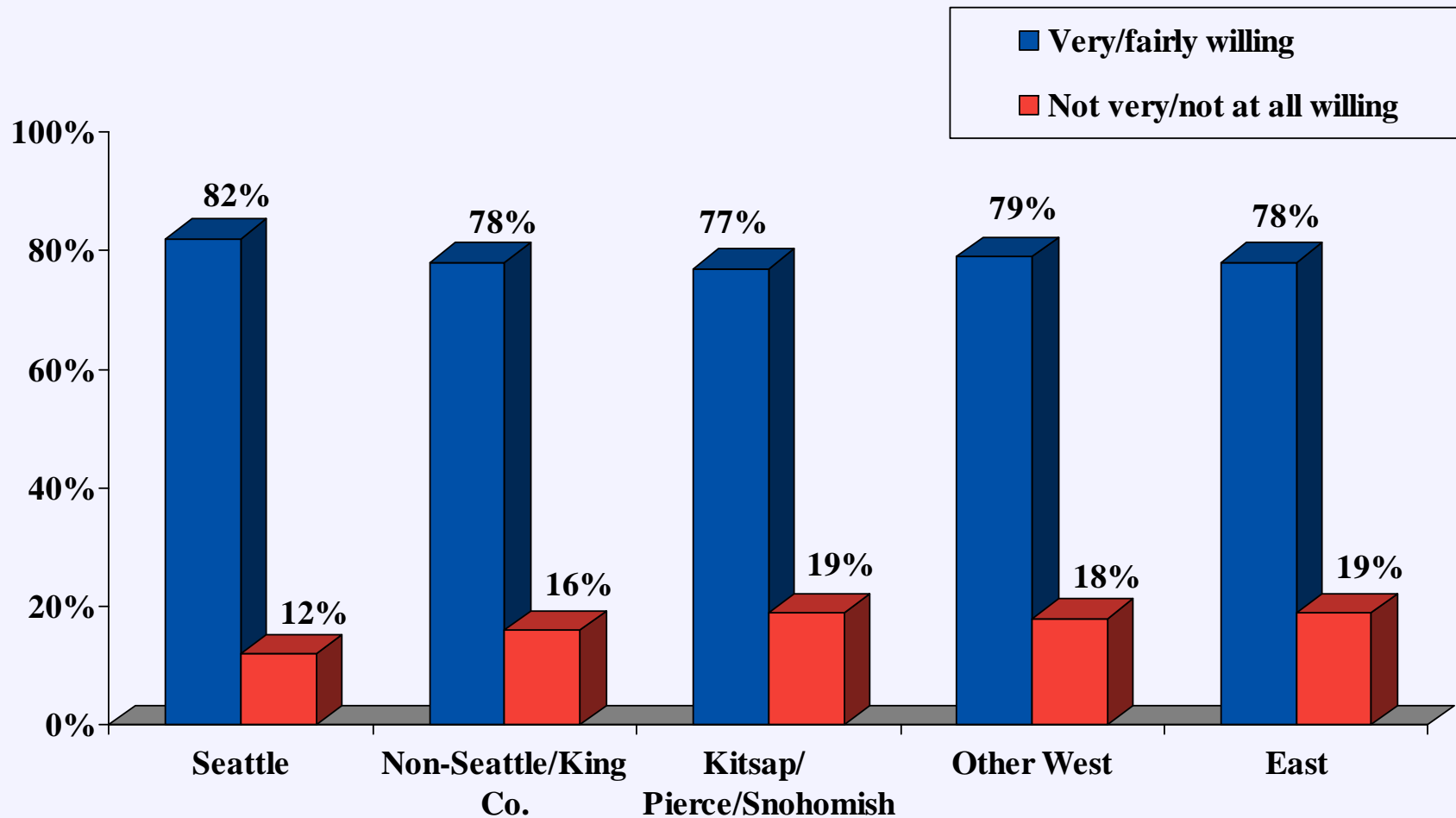


Nearly 4-in-5 are Willing to Continue Property Taxes at Current Level to Fund Library Services; Half are “Very” Willing

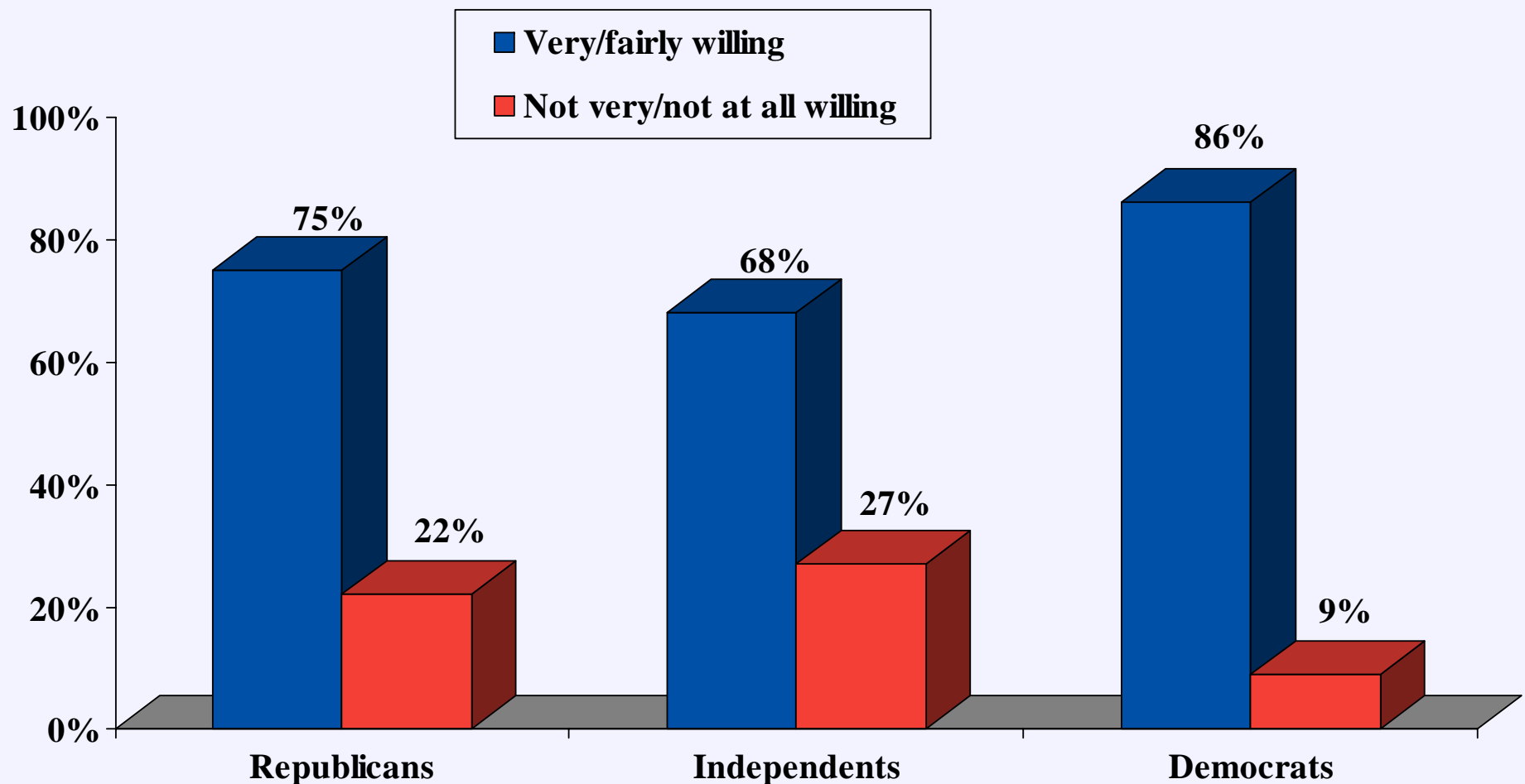
“Would you be willing to vote to continue the present level of property taxes in order to continue to receive the current level of library services?” (Q3)



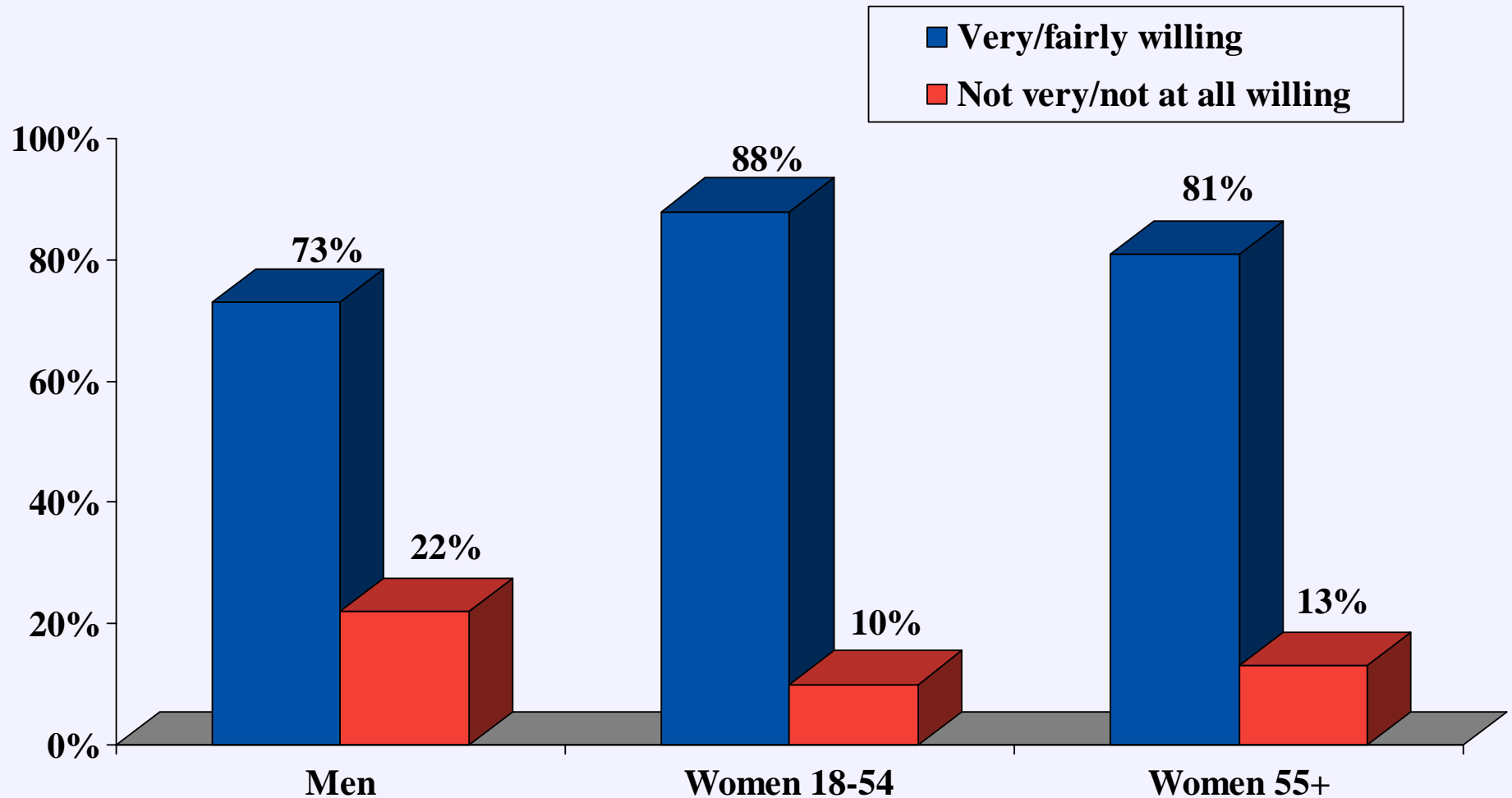
Willingness to Continue Current Property Tax Levels for Libraries: *By Region*



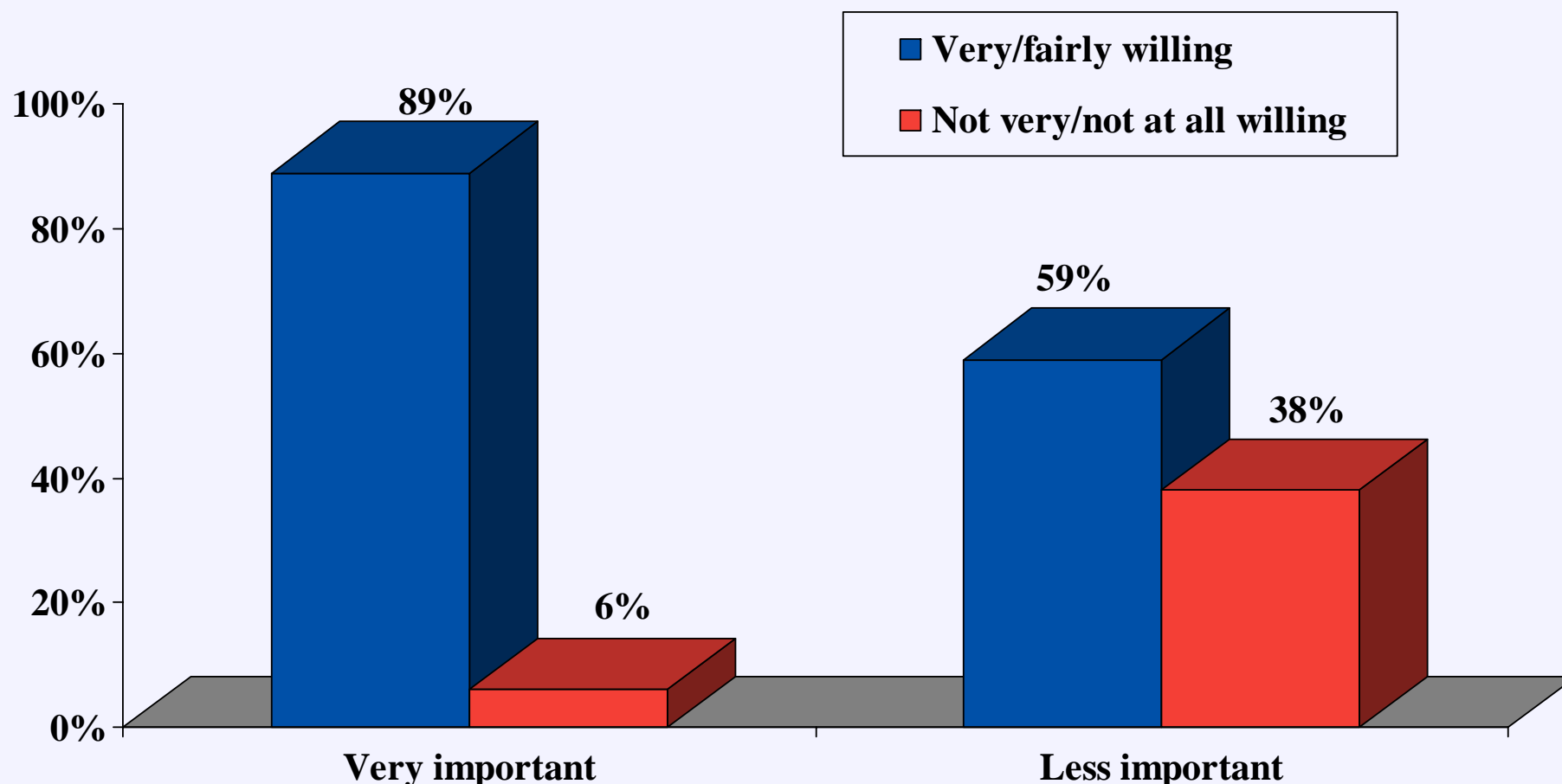
All Parties Willing to Maintain Property Tax Levels to Maintain Library Services



Women Age 18-54 Most Willing to Maintain Property Tax Levels for Library Services



Voters Who View Library Services as “Very Important” Most Willing to Maintain Property Tax Levels

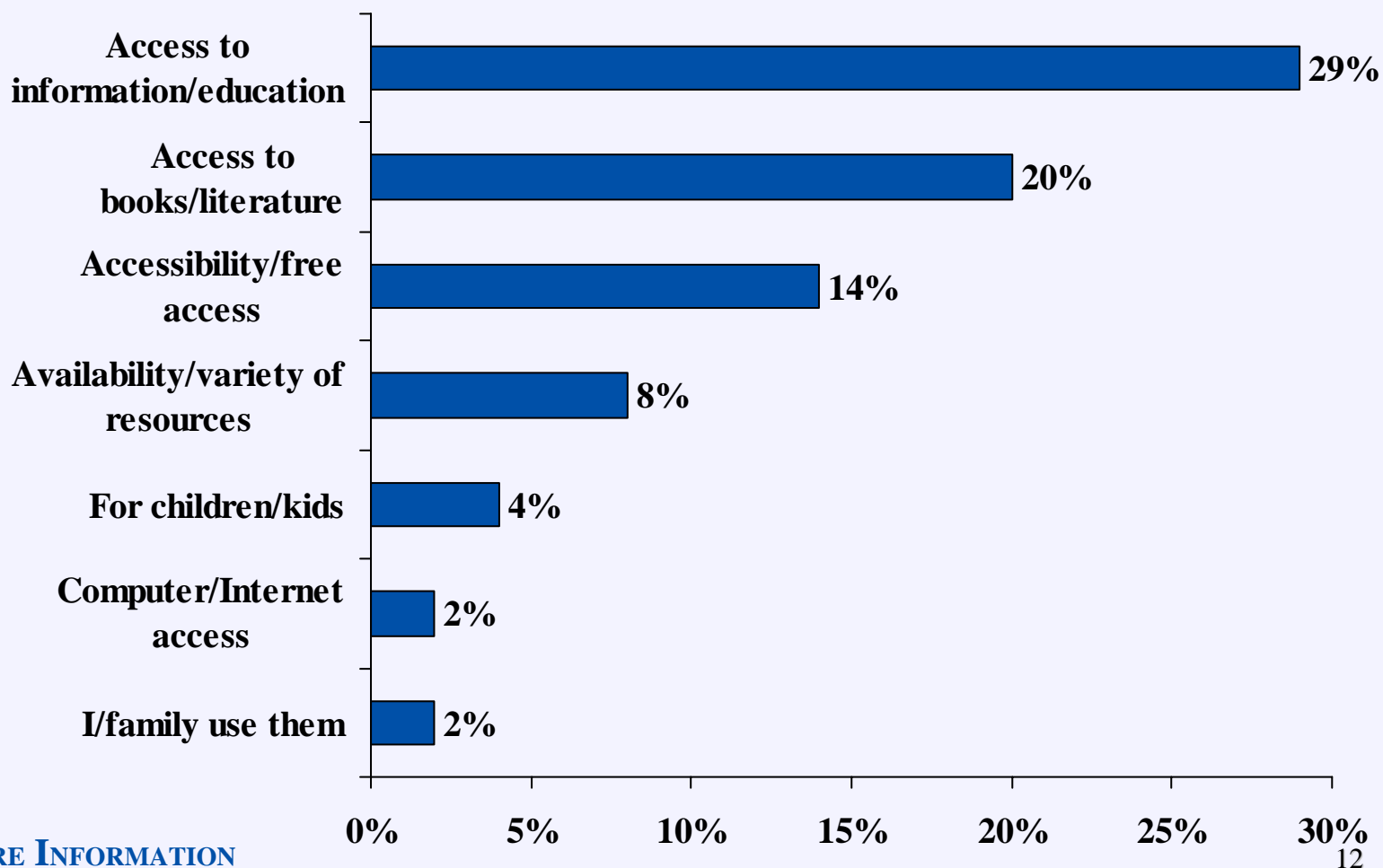


---View of Library Service Importance---

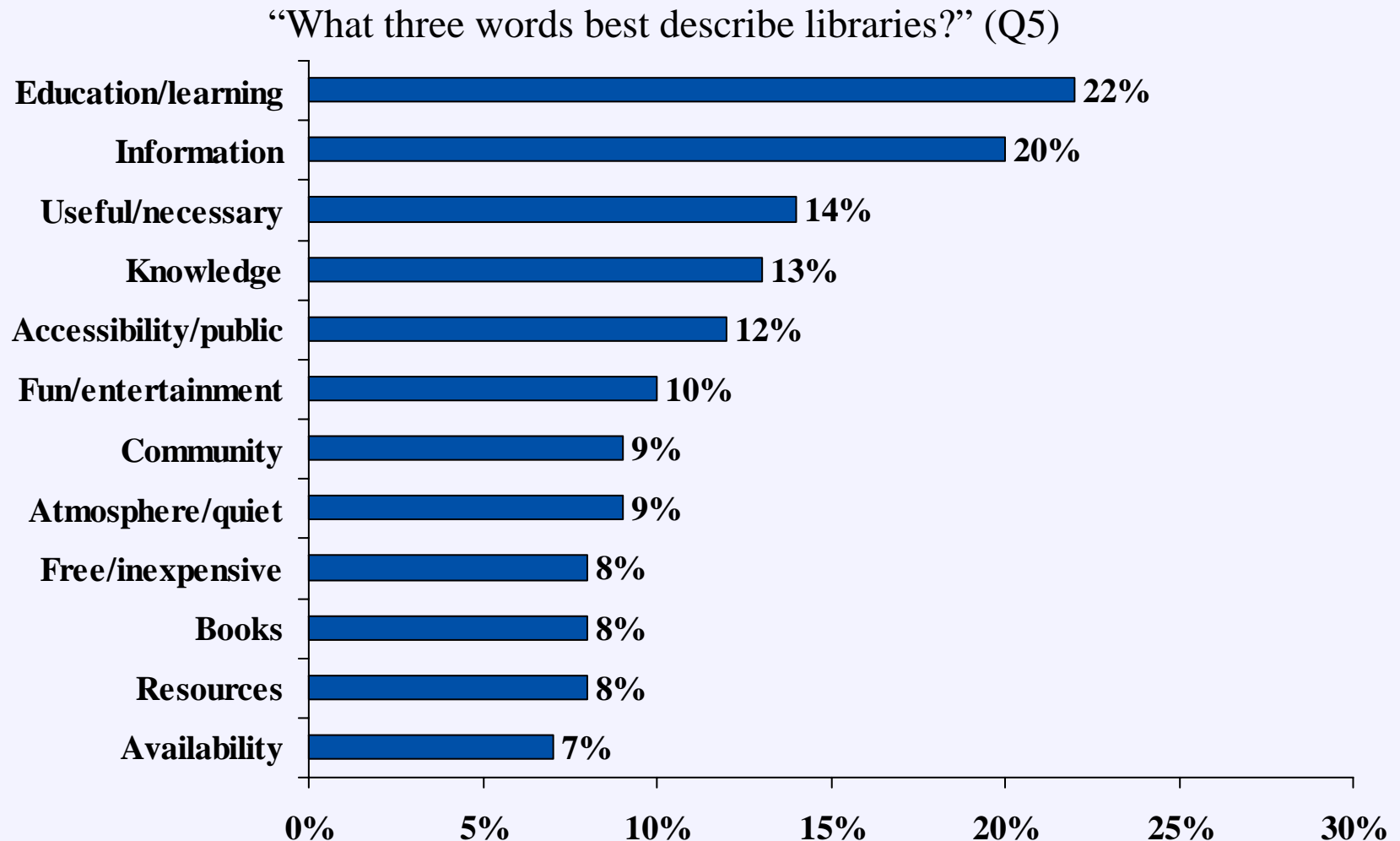


Voters Value Libraries for Access and Availability to “Information/Education” and “Books/Literature”

“What do you personally value most about libraries?” (Q4)

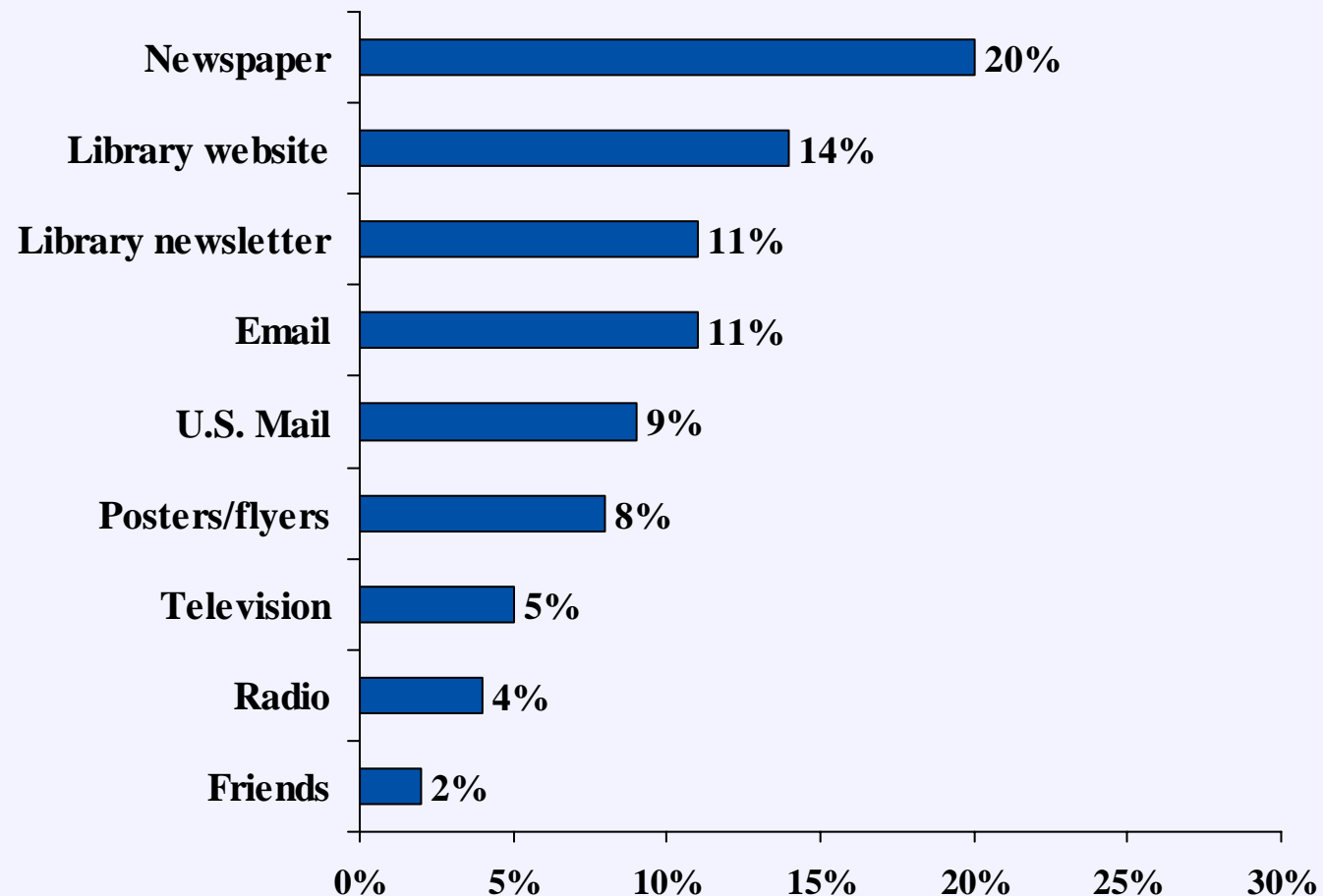


Voters Describing Libraries use “Education/Learning” and “Information” Most Often



No Consensus from Voters How They Would Prefer to Get Library Information

“How would you like to hear about services and programs available at the library?” (Q6)



Summary & Highlights



Public Libraries are Important to Washingtonians

- There is almost universal agreement among voters that public libraries are “important” (91%)
- Fully 65% rate public libraries “very” important
 - This sentiment is most widespread among women and residents of Seattle

Public Libraries Provide “Access” to Education, Information & Books

- Libraries are important to Washington voters because they provide “access” to information and books
- “Access” to books and information is also what voters say they value most about libraries
- Voters most often associate libraries with the words “education,” “learning” and “information”

Voters are Willing to Maintain Current Property Tax Levels to Fund Libraries

- Fully 79% of voters are willing, and half are “very” willing to continue current property tax levels in order to maintain library services
 - Wide majorities in all regions and parties throughout the state are willing to maintain current property tax levels to fund libraries